

## **YOUTH ALCOHOL & ENFORCING UNDERAGE DRINKING LAWS (EUDL) PROGRAM PLAN**



### *Problem Statement and Program Justification*

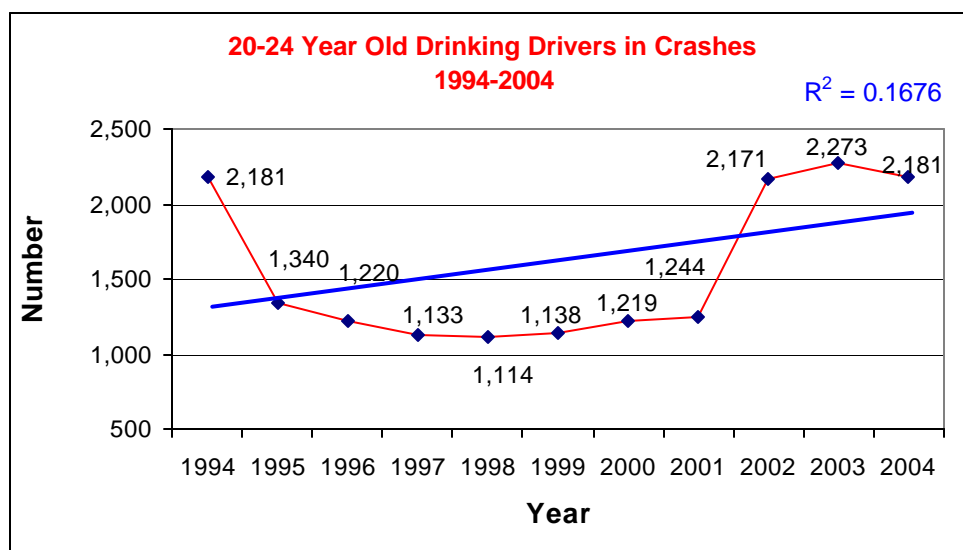
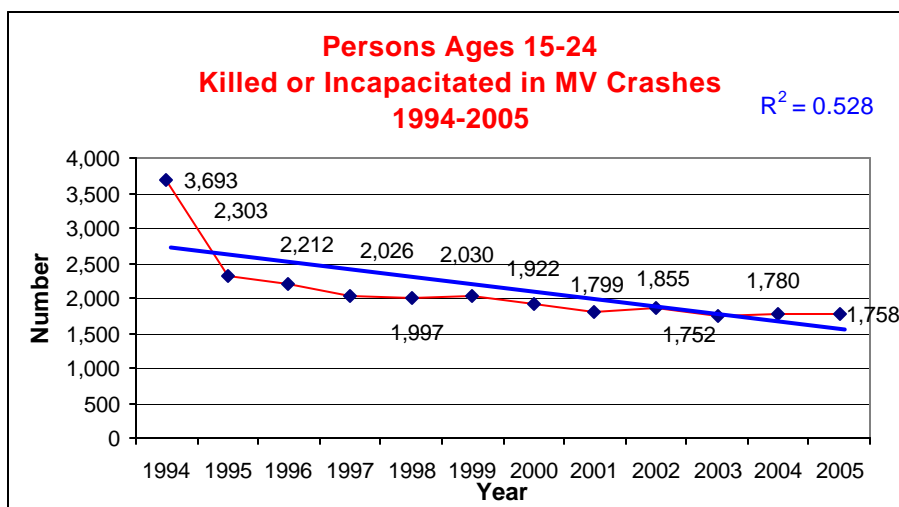
Motor vehicle crashes are the leading cause of death for young people 15 to 20 years old. The Center for Disease Control (CDC) and the National Institute on Alcohol Abuse (NIAAA) report that alcohol is a factor in the four leading causes of death among persons ages 20 to 24. In Wisconsin, the number of 20-24 year old drinking drivers in crashes has risen from 1,219 in 2000 to 2,181 in 2005.

Young drivers make many judgment errors; they take risks due to inexperience and peer pressure and they fail to wear safety belts on a regular basis. Young people are disproportionately killed or injured in collisions, both in proportion to their percentage of the state's population and in relation to their proportion of licensed drivers.

In 2000 (Wisconsin's base year) 1,922 15-24 year olds were killed or incapacitated in crashes (27% of the state total). In 2005, 1,758 15-24 year olds were killed or incapacitated in crashes (30% of the total).

Wisconsin remains high in self-reported underage alcohol consumption and binge drinking. The Century Council revealed that 65% of underage WI youth who drink obtain alcohol from family and friends. Only 7% of youth reported that they obtained alcohol from retailers who failed to check for identification.

The Wisconsin GDL law has become an effective tool for law enforcement – data demonstrates crash reductions for 16 and 17-year age groups.



## PROGRAM AREA PERFORMANCE GOALS and MEASURES

**Performance Goal** Decrease the number 15 to 24 year old drivers and passengers killed in motor vehicle crashes to 205 in 2006, to 193 in 2008 and to 180 in 2010.

### **Performance Measures**

- 15 to 24 year old drivers and passengers killed or seriously injured in all traffic crashes will decrease to 1,409 in 2006 and 1,239 in 2008.  
*2000 baseline is 1,922; 2005 status is 1,758 killed or seriously injured.*
- 20-24 year old drinking drivers involved in crashes will decrease to 1,748 in 2006 and 1,223 in 2008.  
*2000 baseline is 1,219; 2005 status is 2,181 drivers involved in crashes.*

- The availability of alcohol to underage drinkers will decrease as a result of 300 compliance checks in 2006 and 400 in 2008.  
*2000 baseline is 50; and in 2005, an exceptional year with a high level of local resources, 724 compliance checks were completed.*

**Budget:**

YOUTH ALCOHOL			
07-41-01-K8	PI&E	\$ 250,000	410
07-41-08-K8	Social Norms Marketing	\$ 75,000	410
	Community Youth Programs	\$ 175,000	410
07-41-09-K8	Evaluation	\$ 10,000	410
07-44-01-JX	Outreach	\$135,000	EUDL
07-44-02-JX	Enforcing Underage Drinking	\$200,000	EUDL
07-44-03-JX	Evaluation	\$ 15,000	EUDL
	Total 410	\$510,000	
	Total USDOJ-EUDL	\$350,000	
	Program Total	\$860,000	

**Program Strategies and Activities**

**Public Information and Education/Outreach \$ 385,000**

\$ 250,000 (410)  
 \$ 135,000 (EUDL)

Provide access to up-to-date educational and motivational materials and current data to the general public, youth and community prevention organizations/collaborations that will assist them to develop successful prevention programs.

**Community Programs/Social Norms Marketing \$ 250,000 (410)**

- Social Norms Marketing: Support effective programs/activities at the post-secondary level that are aimed at reducing impaired driving. Continue support for the University of Wisconsin System's partnerships with their 2 and 4 year campuses and with Wisconsin private and technical colleges to provide a network for distributing a toolbox of strategies, materials and program ideas addressing high risk youth behaviors.  
 \$ 75,000
- Community Programs – Research findings and successful programs suggest a comprehensive and multifaceted approach that includes all community members. These programs are a part of other community based prevention activities such as college community and coordinated community efforts.  
 \$175,000

**Enforcement (CARD, Compliance Checks) \$ 200,000 (EUDL)**

- CARD/Compliance Check Program has proven very successful. Studies clearly demonstrate a relationship between age, risk factors and crash involvement. Wisconsin has implemented compliance check programs statewide as a part of its youth enforcement OJJDP Program strategy.

**Evaluation****\$ 25,000**

\$ 10,000 (410)

\$ 15,000 (EUDL)

Work with current and former grant recipients to evaluate their progress and results.

- Evaluate the number of current crashes, fatalities, and injuries compared to previous years data
- Evaluate the effectiveness of the funding provided, have the fatalities, injuries, and crashes been reduced in the areas funded
- Track the use of the safety materials provided, eliminate materials that are not being used